

# REQUEST FOR PROPOSAL

Updating

City of Gunnison

Parks and Recreation Master Plan



City of Gunnison  
Park and Recreation Department  
200 E. Spencer Ave.  
Gunnison, CO 81230

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## **INVITATION**

The City of Gunnison, Colorado, is requesting proposals from qualified consulting firms to provide professional services to develop a comprehensive Parks and Recreation Master Plan through an extensive public input process.

The City seeks a master plan document that is concise, user friendly and visionary with regards to the social, economic and overall health and vibrancy of the City. The consultant will develop data collection mechanisms, collect and analyze data, meet with city staff and community stake holders to develop a clear vision for the city's park and recreation mission, develop goals, policies, and standards for the City's parks system, recreation facilities and recreation program analysis and development. The consultant will work closely with City staff and the project team in preparing the Department Master Plan. The consultant will create a document that will guide the future of Parks and Recreation development for the next ten years.

The Parks and Recreation Department Master Plan will become an element of the City of Gunnison's Comprehensive Plan which is concurrently undergoing a revision. Opportunities may exist to gather input simultaneously during the comprehensive plan however, that process is about 3 months ahead of our schedule.

The City has a strong commitment to provide the highest quality parks and recreation facilities, and recreation programs possible for its citizens and visitors to the city.

## **PROJECT DISCRIPTION**

The primary purpose of the Parks and Recreation Master Plan is to create a clear, concise set of goals, policies and objectives that will provide direction to City staff and the City Council for future development, re-development and enhancement of the City's parks system, recreation facilities, recreation programs and services. This process is to include developing a comprehensive inventory, an analysis of current and forecasted needs and implementation strategies.

### **1. Parks System**

Identify appropriate parks development standards, identify opportunities and deficiencies in the park system and potential land acquisition parcels, and create a park system renovation and expansion program.

### **2. Annexation**

Examine and evaluate Park lands and open space within the Gunnison Rising annexation and develop a plan to accommodate future growth and Park and recreational needs within the development.

### **3. Trails**

Evaluate public opinion on future funding for the multi-use trails system as defined in the Non-Motorized Transportation Plan.

### **4. Recreation Facilities**

Identify appropriate recreation standards; identify opportunities and deficiencies for recreation facilities.

### **5. Recreation Programs and Services**

Examine and evaluate current recreation programs and services.

Identify opportunities and deficiencies for future recreation programs and services. Visit [www.gunnisonrec.com](http://www.gunnisonrec.com) for program information

### **6. Events**

Examine and evaluate City sponsored events and identify opportunities and deficiencies for enhancement. Include a cost/benefit analysis to assist with determining future funding.

### **7. Capital Development**

Identify important capital issues to be incorporated into a ten-year capital improvement program. Including Community Aquatics Center and Ice Rink

### **8. Costs and Funding Sources**

Identify probable costs and potential funding sources. Develop a strategy for determining use of surplus revenue from the 1% Rec Tax.

## **BACKGROUND**

Since Gunnison is a small western slope community with a population of 5,400 and a county population of 12,000, addressing the community as a whole is a necessity. At an elevation of 7,700 feet we are located at the intersection of Highways 50 and 135, 35 miles south of Crested Butte ski area and 45 miles east of Monarch Pass. Locals in general tend to be exceptionally active and reside here mainly because of the multitude of outdoor recreational opportunities available within Gunnison County. Tourism is the City's major economic engine. Visitors are drawn to the area to enjoy the pristine mountains, lakes, rivers, and streams in Gunnison County which is comprised of 85% federal public lands.

Gunnison is home to Western State Colorado University which has an enrollment of approximately 2,000 students. This influx of young adults, coupled with the athletic and cultural opportunities at Western State, add a unique flavor to our City. The Parks and Recreation Department has a tremendous resource in young, enthusiastic, and energetic instructors for our 250 City recreation program offerings. Over 80% of our instructors are WSC students.

Due to our geographic isolation, the nearest city is 65 miles in any direction; we as a community are highly dependent upon the cooperation that exists between governments, businesses, friends and neighbors. Our energetic and highly motivated citizens possess a unique understanding of the importance of providing recreational opportunities to our youth. Although Gunnison County ranks 28th in median household income, our citizens recently have successfully past bond issues for both recreational amenities and school facilities.

Our Parks and Recreation Master Plan is a 1996 vintage. We have been fortunate to have completed the majority of the feasible priority recommendations contained in the 1996 plan. We now need to go back to our citizens to discover how our Parks and Rec amenities and services are currently serving their needs. We need this vital information to improve our existing offerings and determine direction and prioritization of services and amenities for future planning. Due to the age of the current plan we find ourselves "shooting from the hip" or accommodating the "squeaky wheels" of special interest groups when prioritizing projects. Our prioritization often boils down to what staff hears from the public as opposed to absolutely knowing what the entire community wants and needs.

The City of Gunnison has recently annexed a large tract of land into the City limits doubling the size of our existing boundaries. Sixty two acres of park lands and open space have been dedicated and trail extensions have been proposed however determining the best use of these vitally important lands is critical to the future of a healthy community. Although no plans to begin build out of that development are currently on the table, a proactive plan is needed to guide this process. Located within the annexation parcel is a 10 acre future school site which is surrounded by park and open space land. Ensuring safe access to schools and adjacent public lands via a trail system has already been accomplished in the land use negotiations. Providing a key link from the school and other land uses will be formally addressed in our plan.

A key component of this plan will be to determine the future use of a dedicated 1% Recreation Sales Tax. Voters passed a bond issue in 2007 to fund the construction of an aquatics addition to the Community Center and a new indoor ice rink and a dedicated 1 million dollars to develop a trails system. While all three projects have dedicated operation and maintenance subsidies, only the Aquatics Center and the ice rink carry a bond. The 1 million dollar trails dedication was funded on an annual basis forgoing interest payments on a bond. That million dollar obligation will be met after the 2014 allocation and the trails master plan has not been completed. Once the million dollar funding obligation is met the trails funding was intended to be allocated to a general recreation fund. The question of continuing to fund trails beyond the million dollar mark to complete the plan, if so to what amount, and if not what specific projects should be earmarked for these funds. A substantial cash reserve has also been accumulating in the last three years when sales tax has experienced an increase. What is the best use of these dollars in the future? These questions are all vital to the future of Parks and Recreation for Gunnison residents and will be addressed in the Master Plan.

This process is to include developing a comprehensive inventory, an analysis of forecasted needs and the implementation strategies. Specific items to include in the study, but not limited to, are:

## **Scope of Work**

**Public Process: The key to a successful plan is for us to incorporate the multitude of interest groups yet provide ample opportunities for individuals to express their thoughts and ideas.**

- Identify, describe and implement a comprehensive strategy and methodology for citizen involvement in the Master Plan development process
- Assure the residents, user groups, associations and other stakeholders that they are provided with an opportunity to participate in the development of this plan
- Conduct at least three (3) public community meetings and a minimum of two (2) focus groups (participants to be determined) and individual stakeholder interviews
- A minimum of two (2) meetings with the City Staff and Project Team
- A minimum of two (2) meetings with the City Council, one at the time of presentation of the draft Master Plan and one at the submission of the final Master Plan
- Act as professional facilitators to gather specific information about services, use, preferences and any agency strengths, weaknesses, opportunities and threats
- Provide well-organized and directed activities, techniques and formats that will ensure that a positive, open and proactive public participation process is achieved
- Provide written records and summaries of the results of all public process and communications strategies
- Help to build consensus and agreement on the plan and if consensus is not possible, provide information for informed decision making for the Parks and Recreation Department
- Provide methods to hear from as many people as possible, including users and non-users of the services and facilities

## **Statistically-Valid Survey**

- Provide a city-wide statistically-valid community needs assessment survey with a return rate that accurately represents a sampling of the community population to identify community needs and issues on the recreation and park programs and facilities. This survey will be used as a baseline to determine needs, wishes and willingness to pay.

## **Demographics and Trends**

- Review and interpret demographic trends and characteristics of the City of Gunnison using information from The City of Gunnison Comprehensive Master Plan and other regional and local sources.

## **Existing and Future Facilities – Analysis of Level of Service**

- Using applicable City GIS data sets, conduct an assessment and comparative analysis of regional communities of similar size and density using nationally

accepted standards. The analysis should consider not only the capacity of each amenity found in the system (playgrounds, ball fields, trails, natural areas, special facilities, etc.) but also functionality, accessibility, condition, comfort and conveniences. Evaluation criteria should be based on the expressed values of the community. The analysis will also include identification of best possible providers of community and recreation services and recommendations for minimizing duplication and enhancing possibilities for partnerships where appropriate.

### **Rank and Prioritize Demand and Opportunities**

- Prioritize recommendations for needs regarding land acquisition, and the development of parks, trails, open space and recreation facilities
- Develop a set of prioritized recommendations for maintenance and renovation of parks, trails and recreation facilities

### **Analysis of Programs, Services and Events**

- Provide an assessment and analysis of the Parks and Recreation Department's current level of recreation programs, services and maintenance in relation to present and future goals, objectives and directives
- Provide a user fee analysis for facilities and programs and services
- Provide an analysis of the best possible providers for programs and services. Identify any unnecessary duplication of services through public and private program providers
- Provide recommendations for minimizing duplications or enhancing possibilities for collaborative partnerships where appropriate.
- Assess staffing levels and determine trigger point for adding additional staffing

### **Progress Reporting**

- The consultant and the City's Project Manager shall hold progress meetings as often as necessary, but not less than once per month until the final plan is approved by the City Council for the purpose of progress reporting. The consultant shall supply the Project Manager with at least (1) copy of all completed or partially completed reports, studies, forecasts, maps or plans as deemed necessary by the Project Manager at least three (3) working days before each progress meeting. The Project Manager shall schedule the meetings as necessary and at key times during the development of the Master Plan.

### **Action Plan**

- Collect and analyze demographic information for the community
- Collect and analyze information on participation, needs, wishes, operations, programming and land use trends to make Level of Service recommendations
- Identify areas of service shortfalls and projected impact of future trends
- Provide useable and workable definitions and recommendations for designated park and open space with acreages and parameters defined as appropriate

- Develop recommendations for operations, staffing, maintenance, programming and funding needs
- Provide a clear plan for development of programming direction based on standards and demand analysis
- Develop a definitive program for acquisition and development of parkland, recreation facilities, open space, trails and parks maintenance and administration of facilities for the future
- Provide a maintenance and operation analysis
- Identify opportunities for available funding and acquisition alternatives
- Develop an action plan which includes strategies, priorities and an analysis of budget support and funding mechanisms for the short term, mid-term and long term for the park system, open space, trails and recreation programs and services

### **Development of Final Plans and Supporting materials**

- The Master Plan must include written goals, plans, objectives and policy statements that articulate a clear vision and "road map" and model for the Parks and Recreation Department's future
- A summary of existing conditions, inventories and level of service analysis
- Charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences
- A Financial Plan
- An Action Plan
- One (1) meeting with the Parks and Recreation Staff and Project Team.
- A color version of the draft Master Plan document consisting of one (1) printed and bound color copy and an electronic copy in a format compatible with the city's software
- A color version of the final Master Plan consisting of one (1) printed and bound color copy and an electronic copy in a format compatible with the city's software (MS Word, MS Publisher, ESRI ArcView).
- A color version of the final Executive Summary consisting of one (1) printed copy and an electronic copy in a format compatible with the city's software

Note: The city shall be responsible for the arrangement, notice and any other costs associated with the above meeting schedule. The consultant shall review with the city's Project Manager all prepared information for the public meeting at least three (3) days prior to the scheduled meetings.

### **Items to be provided by the City of Gunnison**

- A City assigned Project Manager
- Copies of all existing studies, plans, programs, and other data including the City of Gunnison Comprehensive Plan and access to all applicable records
- Assistance with on-going community meetings.

**All proposals should include the following background information:**

- A Letter of Submission shall include the name, address and telephone number of the person (s) authorized to legally represent the firm. Any confidential material contained in the proposal shall be clearly indicated and marked as "Confidential".
- Background on the firm and its experience in preparing **Park and Recreation Master Plans** for public agencies. Of particular interest are engagements involving communities that have characteristics similar of Gunnison.
- A narrative that presents the services the firm would provide detailing the approach, methodology, deliverables and client meetings to be provided.
- Identification of the key personnel to be assigned to this engagement including a resume of related experience.
- A timeline for preparation and implementation of the Master Plan and its components.
- A summary of professional liability and errors and omission insurance coverage the firm maintains.
- At least five (5) public agency references for projects of a similar scope to this project and a description of the projects shall be described and minimally include the client, location, contact person, contact information (telephone/e-mail address), and a brief descriptive summary of the project
- Project Budget. Provide an itemized breakdown of all the tasks, items and incurred expenses contained in the Technical Scope of Work. The proposal should be submitted as a not to exceed amount using the most favorable terms the consultant can offer. All cost including travel and reimbursable must be included.

**Proposal Response (Submittal Requirements)**

The proposal submitted shall contain all information as requested herein, and any additional information necessary to summarize the overall benefit of the proposal to the city. Proposing firms should submit three (3) copies of the proposal no later than 3:00 p.m. on **August 8<sup>th</sup>, 2014.**

Submittals should be directed to:

Dan Ampietro  
Gunnison Parks and Recreation  
200 E Spencer  
Gunnison CO 81230, Attn. Master Plan Proposal

The submittal of a proposal shall be taken as prima facie evidence that the proposing individual/firm has full knowledge of the scope, nature, quality, and quantity of the project to be performed and the detailed requirements and conditions under which the project is to be performed. The solicitation does not commit the City of Gunnison to award a contract, to pay any cost incurred with the preparation of a proposal or to procure or contract for services or supplies.

**Award**

The City of Gunnison reserves the right to make an award without further discussion of the proposal submitted. All proposals received for this project will be reviewed and ranked on a basis which would best serve the interest of the City of Gunnison, based on the evaluation criteria. The firm that is selected will be given the first right to negotiate an agreement acceptable to the City. In the event that an agreement between the firm and the City cannot be reached, the City may enter into contract negotiations with one or more of the remaining qualified firms.

## **Preliminary Project Schedule**

The following tentative schedule is anticipated for selection, contract negotiations and contract award. Contract award will be expected in late **July 2014**. The timeline that is projected for the preparation and completion of the City of Gunnison Parks and Recreation Master Plan is eight (8) months from the City Council award date.

**The following tentative schedule is anticipated for selection, contract negotiations and contract award:**

1. Issue RFP July 25<sup>th</sup>, 2014
2. Proposals due August 8<sup>th</sup>, 2014
3. Evaluation of Proposals August 13<sup>th</sup>
4. Consultant Interviews/Final Selection August 14<sup>th</sup> & 15<sup>th</sup>
5. Contract approved by City Council August 26<sup>th</sup>

## **Evaluation Criteria**

Selection of the successful firm with whom negotiations shall commence will be made through an evaluation process based on the following criteria:

### **Percent Component**

- 40 Project Approach
- 15 Project Team
- 15 Past Project Experience & Client References
- 15 Project Schedule
- 10 Project Fee Structure & Cost Estimate
- 5 Presentation of Proposal

## **General Requirement of the Selected Proposing Firm:**

- The consultant selected will be required to enter into an Agreement for Consultant Services in the form attached as Exhibit A
- Maintain insurance coverage for the duration of the contract period
- Prohibited from assigning or subcontracting the whole or any part of the contract without the prior written consent of the City
- Shall not hire, discharge, promote, demote or otherwise discriminate in matters of compensation, terms, conditions or privileges of employment against any person otherwise qualified solely because of race, creed, sex, national origin, ancestry, physical or mental disability, color or age
- Contractor shall be in compliance with the applicable provisions of the Americans with



Disabilities Act of 1990 as enacted and from time to time amended and any other applicable federal, state or local laws and regulations. A signed, written certificate stating compliance with the Americans with Disabilities Act may be requested at any time during the life of this Agreement or any renewal thereof

- Operate as an independent contractor and will not be considered employee(s) of the City of Gunnison
- Successful consultant will be paid on actual invoices as work is completed



